

# POSTER STAMP BULLETIN

VOL. 1 No. 5

PUBLISHED BY NATIONAL POSTER STAMP SOCIETY

CHICAGO - SEPTEMBER 1936

## Sioux City Finances Camp for poor boys with Poster Stamps



As a method of raising funds for the Poor Boys Camp, Mr. Geo. E. Vanden Brink, Sioux City, Iowa proposed to design and furnish the Junior Chamber of Commerce with 4000 sheets 8-1/2x11 inches, 36 stamps in 3 colors to a sheet.

The stamps were sold to civic-minded merchants for \$5.00 per thousand stamps. They not only raised \$5000.00 for the camp but accomplished a very fine advertising project as well. The newspapers were behind the stunt and gave it due publicity. The series was designed to appeal to every civic group - the Indian head carries the Stock Yards slogan - The Council Oak

Tree clicked with groups interested in bringing conventions to Sioux City - the Floyd Monument and Stone Park are places of historic and scenic beauty - the Pavilion appealed to all music organizations - the famous Shrine Mounted Patrol speaks for itself and the new post office also receives a lot of publicity.

I will be able to supply these stamps at the same price the Chamber of Commerce paid, \$5.00 per hundred sheets, 8-1/2x11, perforated. You may order these from me.

### ALBANY ISSUES 250th ANNIVERSARY STAMP

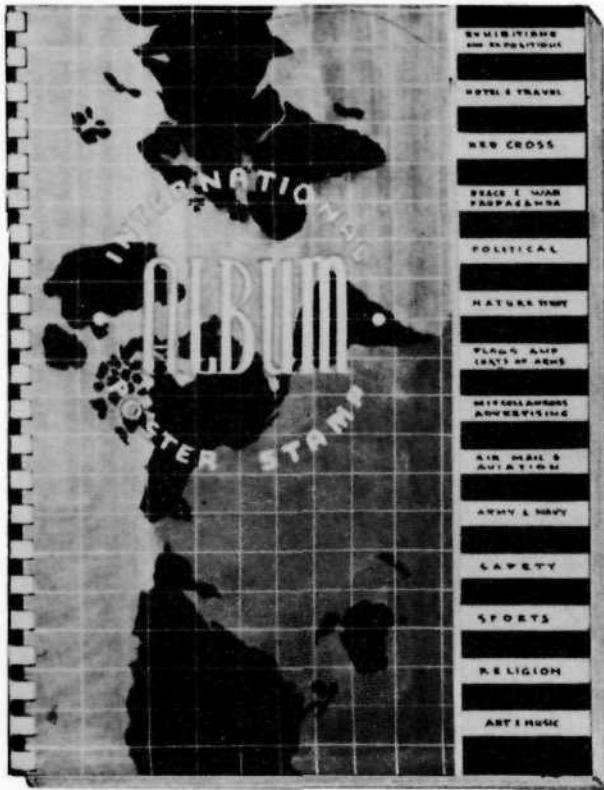
Albany this year celebrated its 250th Anniversary of the granting of its charter as a city. The celebration went on for four days -- July 19 to 22 inclusive. Mr. George DeRouville, head of the DeRouville Advertising Agency, 11 North Pearl Street, Albany, New York, created the idea for a commemorative poster stamp.

Several months before the celebration, Mr. DeRouville found that extensive preparations were being made for a suitable celebration in the city in the way of Church services, athletic events, parades, and so on. Nothing, however, so far as Mr. DeRouville could find out was being done to make the celebration known to the public outside of the immediate section of Albany, nor were funds available for that purpose from the State, the City, or the Chamber of Commerce. Mr. DeRouville then hit upon the idea of using a Poster Stamp for this purpose. After the design was completed he showed it to those in charge of the celebration. They thought the idea was a good one and Mr. DeRouville was given full permission to go ahead.

Mr. DeRouville then started out to sell the stamps to hotels, banks, public utilities, oil companies, transportation lines, merchants and others to be used on their outgoing mail. He received excellent cooperation from those who were approached with the result that over 300,000 of the stamps were put into circulation. The stamps were cut to size and packed in bundles of 500 each and are available to collectors. The stamps in quantities of less than 500 are 1¢ each, minimum quantity ten to twenty-five stamps. Of course, special prices will be given to retail stamp collectors who wish to purchase them in quantities of 500 or more. Contact Mr. DeRouville direct at his address, as given above.



NEW POSTER STAMP ALBUM BEING PREPARED!



In the last issue of the POSTER STAMP BULLETIN (May, 1936) we mentioned the possibility of a new Poster Stamp Album. So great was the response to our appeal for a reaction to this idea that the issuance of a Poster Stamp Album was definitely decided upon.

Complete details concerning the new Album have not definitely been decided. We offer below a summary of the information about it that we do have on hand --- and notations concerning various features that we have not as yet decided upon.

Known Facts About the New Album --- of Interest to Collectors and Issuers of Poster Stamps

NAME --- INTERNATIONAL POSTER STAMP ALBUM

PAGE SIZE --- 8½" x 11"

BINDING --- LOOSE-LEAF (probably spiral bound with detachable leaves)

COVER --- 2 colors (Blue and Brown)

INSIDE --- 2 colors (Black and Brown)

CONTENTS --- "Explanation of Aims & Purposes of National Poster Stamp Society"

"Romance of the Poster Stamp"

"Leading American & European Poster Stamp Dealers and Collectors"

"Leading American Poster Stamp Producers"

Explanations and practical illustrations of the following divisions (with space for stamps under each division):

Philatelic Exhibition Stamps, Safety Campaign Stamps, Pre-War Poster Stamps, Exhibition and Exposition Stamps, Miscellaneous Ad-Stamps, Hotel



and Travel Stamps, Religious Stamps, Political Campaign Stamps, War and Peace Stamps, Army and Navy Stamps, Stamps Showing People and Personalities, Flags and Coats of Arms, Aviation and Air-Mail Stamps.

MISCELLANEOUS INFORMATION --- The International Poster Stamp Album will be set up in such a way that the advertiser who issues poster stamps may have his name imprinted on every page and the cover if desired. The loose-leaf arrangement permits advertiser to intersperse a few pages of advertising discriminately through the album.

SPECIAL FEATURE OF ALBUM --- The International Poster Stamp Album has been prepared in such a way that it can be advantageously used as an advertising and premium medium by a great many issuers of poster stamps. The album provides space for a great many series of stamps as well as single stamps, all series being supplementary to one another.

Facts About Album Not Yet Decided Upon

PRICE --- DE LUXE EDITION will probably sell for \$1.50.

PREMIUM EDITION (in quantities of 1000 and up) will probably sell for 25¢.

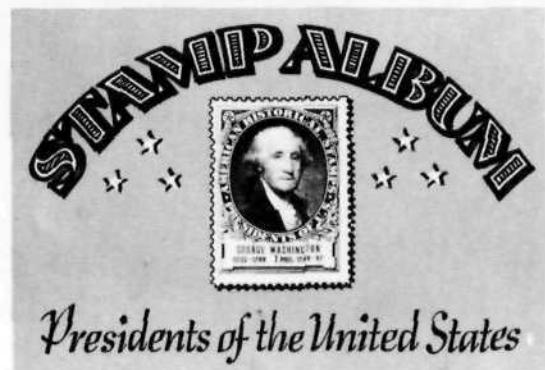
NUMBER OF PAGES --- 50 to 100

NUMBER OF SPACES FOR STAMPS PER PAGE --- 9 to 12

DATE OF ISSUANCE --- Probably October 15 or November 1, 1936

Advance Cash Orders for the International Poster Stamp Album will be accepted at \$1.75 (postpaid) per De Luxe Edition, subject to Nov. 1, 1936 delivery, and also subject to guarantee of satisfaction or money refunded within 2 weeks after receipt of Album.

NOTE: The reduced page above shows how the beginning of one section --- Exhibition and Exposition Stamps --- will look. The beginning of each group will illustrate actual poster stamps representative of that group to act as a guide to the collector.



## NEW SERIES OF 32 PRESIDENT STAMPS

The American Oil Co., makers of Amoco, in Baltimore, Maryland, under the guidance of Mr. E. Kalkhof, Advertising Manager, decided upon a poster stamp album and 32 President Poster Stamps as a promotional give-away best calculated to combine pleasure and instruction. The album is printed in three colors, and, adjoining the space for each of the stamps is a printed biographical sketch. The stamps are in assorted colors, and closely resemble fine engravings such as are found on postage stamps. Each page in the album is devoted to three presidents. The albums and stamps are sent direct to the Amoco dealers and service stations, and the sets are given out at regular intervals. By interesting children and securing the parents' approval of their methods and program, Amoco has forged ahead in building good-will and increased business that promises to be lasting.

We are advised by Mr. Kalkhof that the President series cannot be obtained by collectors except by visiting Amoco filling stations. Readers are asked not to address requests to him for this series.

We have tried to secure some of the albums for resale purposes through this organization. In reply to our request, Mr. Kalkhof wrote:

"Regarding your request to send you a supply of stamps for resale purposes. We are not in a position to do this at this time as we anticipate a need for all of the stamps we have on hand. Of course your request may be for a small supply. If this is the case we will appreciate it if you will state definitely the amount you wish and it may be possible that after our distribution time expires we will be in a position to furnish you with the supply you request."



## POSTERSTAMP

## DEALERS AND COLLECTORS

Leading American and European Poster Stamp and Seal Collectors and Dealers\* (Note) Practically all poster stamp dealers (D) are themselves collectors. (Most of this group are eager for exchanges as well as sales.)

## AMERICAN

- ✓ A. Atlas Leve (D)  
333 S. Warren St.  
Syracuse, N. Y.
- ✓ J. J. Knebel  
210 S. 9th St.,  
Pottsville, Pa.
- ✓ Miss Lela McQueary  
Granby, Colorado
- ✓ L. H. Jackson (D)  
16 W. 120th St.,  
New York, New York
- ✓ H. Grimsland,  
117 N. Wells St.,  
Chicago, Ill.
- ✓ Dick Green (D)  
152 South Fourth East St.  
Salt Lake City, Utah
- ✓ G. H. Dirhold (D)  
Room 435 Hotel Marquette  
St. Louis Mo.
- ✓ Milton Schloss  
Grand Concourse,  
New York, New York
- ✓ J. W. Shannon, Jr.  
c/o Brown & Bigelow  
St. Paul, Minn.
- ✓ George Aten (D)  
1102 Grant St.  
Evanston, Ill.
- ✓ Andrew Veleber (D)  
47 W. 118th St.  
New York, N. Y.
- ✓ Walter A. Jungk  
6628 N. Maplewood Ave.  
Chicago, Ill.
- ✓ Erik Hildesheim  
c/o Hotel Plymouth  
49th St. off Broadway  
New York, New York
- ✓ Mr. Gondos  
619 W. 163rd St.  
New York, New York
- ✓ L. V. Coburn (D)  
610 W. 139th St.  
New York, New York
- ✓ D. Siramark  
241 E. 24th St.  
New York, New York
- ✓ Seth Brown  
121 W. 225th St.  
New York, New York
- ✓ R. I. Pope  
1305 S. 35th St.  
Milwaukee, Wisc.
- ✓ Melvin B. Ricks  
2632 Scott Ave.  
Chicago, Ill.
- ✓ Willie Smerch  
2229 W. Rice St.  
Chicago, Ill.
- ✓ Arthur K. Roberts  
1912 E. Blaine St.  
Seattle, Wash.
- ✓ Samuel Ray,  
1539 S. Kolin Ave.  
Chicago, Ill.
- ✓ A. W. C. Brumfield  
99 W. 9th St.  
Indianapolis, Ind.
- ✓ Joe Stoutzenberg (D)  
Clayton Station  
St. Louis, Mo.
- ✓ Carl M. Becken (D)  
7 N. 7th St.  
Minneapolis, Minn.

## FOREIGN

- Mr. Paul Lebrecht  
Mittlere Pirkheimerstrasse 20  
Nurnberg-N GERMANY
- Josef Rostorfer,  
Gosmerk-Strasse 14  
Salzburg, AUSTRIA
- Lekier Max Kaiser (D)  
Eyke V. Repkowplatz  
Berlin N. W. 87,  
GERMANY
- Otto Edenhalter  
Munich, GERMANY
- Ludwig Hummel (D)  
Allerheiligenhof 7  
Innsbruck, AUSTRIA
- Sven Oberg (D)  
Malmagardsgaten 4  
Gotaborg, Sweden
- Johannes Neupert (D)  
Imsteigfriedhof 42  
Stuttgart - Countstatt  
Stuttgart, GERMANY
- Graeme Verden  
Posterstamp Publicity, Ltd.  
69 Lincoln's Inn Fields  
London, W.C.2  
ENGLAND
- Gerichstrat V. Rampacher (D)  
Szentkeralyi,  
utca 35  
Budapest VIII  
HUNGARY
- J. Waste (D)  
Rosenbergstrasse No. 2  
Klagenfurt, Karnten,  
AUSTRIA



**MID STATES**  
Really Flat  
**GUMMED PAPERS**



When production calls for printing on gummed paper, what do you recommend? Certainly there are plenty of gummed papers to choose from.

But there are definite reasons why you will want to specify Mid-States Really Flat Gummed Papers. There is a gummed sheet for every printing requirement.

- Non-curling ... really flat. Easy to handle on the press.
- Liberal gumming assures a firm bond.
- Finest printing surface possible for every type of printing.
- Wide variety of grades, colors and gumming.
- Craftsmanship can be shown to best advantage.
- Ideas for gummed paper uses to keep you in the lead on the idea front at all times.
- You shouldn't be without a Mid-States Suggestion Book.
- A copy is yours for the asking!

**MID-STATES GUMMED PAPER CO.**

2433 S. Damen Ave.  
CHICAGO

# POSTER STAMP BULLETIN

Official publication of National Poster Stamp Society, 64 E. Lake St., Chicago, Ill. Leon H. Lewis, Editor.

Vol. 1 - No. 5.

## LETTERS

Dear Sir:

The New York Public Library maintains an important collection of periodicals in its reference department. We should be glad to add "Poster Stamp Bulletin" to this collection.

We are not only interested in receiving the current issues of the publication, but we should be glad to have a complete file to bind for preservation in our reference collection. We have a copy of Vol. 1, No. 4 (May 1936), but the remaining numbers published to date, as well as title-pages and indexes, if these parts are published, will be most welcome.

The New York Public Library  
New York, N. Y.

H. M. Lydenberg,  
Director

By R. J. Lingel

In this connection we believe our readers will be interested to note that a copy of the "Story of the Poster Stamp" has been placed in the libraries of the five-hundred key cities of the United States. At these libraries poster stamp collectors may find much of the poster stamp information they seek.

Dear Sir:

We have received your letter of August 7th and are pleased to learn that the name of the Library has been placed upon your mailing list to receive POSTER STAMP BULLETIN regularly as printed in the future. Please accept our thanks for the copies of vol. 1, nos. 1, 3 and 4 (1935-1936) and the miscellaneous publication which you so kindly sent us. We are very glad indeed to have these issues and appreciate your kindness in sending them to us.

We note that no. 2 is not available. In view of the importance, however, of having a complete file, we are venturing to make the following suggestion. It is that a notice be placed in a forthcoming issue to the effect that this number is needed in the New York Public Library's file and the courtesy will be appreciated if a reader, who no longer needs his copy will send it to us. This method of obtaining missing numbers is frequently employed for us by publishers and almost invariably with successful results. Anything further you may do for us will be greatly appreciated.

Very truly yours,

The New York Public Library  
New York, N. Y.

By R. J. Lingel

Dear Sir:

We would like to bring to your attention that we are planning a series of Poster Stamps. This series of Poster Stamps to contain over 100 different sub-

jects. They will be of a religious nature and are intended to make collectors Bible-minded. An album to take this series of stamps is now in preparation also.

As soon as samples are available, we will be pleased to forward you a copy.

The Lutheran Press

By Paul Overhage

Publishers of Church Literature  
239 West 28th Street  
New York, N. Y.

Members would do well to contact the Lutheran Press and reserve a series of what promises to be very fine poster stamps.

Dear Mr. Lewis:

I received a copy of your Poster Stamp Bulletin in this morning's mail, and read it with much interest.

In going over your Bulletin I discovered two cuts which are part of our safety program working out of this office. In your publicity you gave full credit of these Stamps to the Ever Ready Label Corporation of New York. Attached to this letter is a copyright coverage which shows that they are a part of this organization, and not of the concern that you mentioned.

Knowing that these Bulletins get into the hands of thousands of others, won't you please publish in your next issue a retraction, and give us the credit that we feel is due us. This will be greatly appreciated.

Elmer Free

The Free-Johnson Company  
Baltimore, Maryland

The Poster Stamp Bulletin publishes Mr. Free's letter in the hope that it will correct the impression given by our original article. We are sorry, Mr. Free, that this error occurred.

Mr. Leon Berman, Aerophilatelist, at 1616 Blaine Ave., Detroit, Michigan, writes:

Dear Sir:

Received your material relative to the National Poster Stamp Society, and as I am interested in all stamps, stickers, labels, seals, etc., connected with or picturing aviation or aeroplanes, as well as air-baggage labels, I would like further particulars before joining wherein I can obtain these aeronautics stickers.

Collectors of Aviation or Air-Baggage labels and Poster Stamps are asked to communicate with Mr. Berman. Both parties should benefit from a contact of this sort.

In the same breath, we are told by member Claude W. Parker, 316 - 12th St., N.E., Washington, D.C., that he collects "Air-Mail Etiquettes, Air-Baggage Labels, Stamp Convention Labels and Seals, Hotel Baggage Labels, World's Fair and Local Labels, Advertising Stickers, etc." We understand that Mr. Parker has a very good collection. It would be worthwhile getting in touch with him.

enues exclusively for financing the construction and maintenance of safe highways."

The program quoted above is comparable to many others now under way, and in most instances the sponsors have seen fit to issue Poster Stamps as a potent propaganda medium. Some of the actual stamps are illustrated in this issue of the Bulletin.

Stamp No. 1, created by Matt J. Kennedy, 17 N. State St., Chicago, is being distributed in connection with the Nationwide Safety Drive. A booklet containing 100 such stamps sells for 25¢ plus postage.

Stamp No. 2, the "Please Drive Carefully windshield stickers are offered free of charge by the Western Auto Supply Co. to the listeners of their radio program, "Death Rides the Highways." Only one announcement pertaining to these stickers is made on each program. In this announcement they point out that most motorists are careful drivers and the only reason for the great many accidents is that these careful drivers forget and take unnecessary chances. As a reminder for the need to be constantly alert, listeners are urged to go to their nearest Western Auto Supply Company store for one of these stickers.

Mr. H. Press, Advertising Manager of the Western Auto Supply Company writes:

"The local representative of the National Broadcasting Company estimated an average of five stickers per store for each broadcast. Inasmuch as we have 200 stores, that meant 1,000 stickers per broadcast. To date, after twelve broadcasts, we have printed and distributed to our stores, by mail, through some Police Departments and some Traffic Courts, through Service Clubs, churches, Parent-Teachers Associations and other associations about 250,000 of these stickers. This, in view of the fact that in several of the eleven Western States in which we operate windshield stickers are prohibited, we think is an unusual example of the interest motorists are showing in the traffic problem and their willingness to do their part in the solution of this problem."

Other safety stickers illustrated are supplied by the Chicago Herald-Examiner, by Lubrication & Maintenance, 624 S. Michigan Ave., Chicago, and by the Ever Ready Label Corporation, 141 East 25th St., New York. When writing them, be sure to enclose return postage.

## HOT WATER SERVICE SOLD WITH THE AID OF POSTER STAMPS

The Bastian-Morley Company, of La Porte, Indiana, has just come out with the very modern and impressive group of poster stickers illustrated here. Write Mr. Jim Donnelley for the series. He'll be glad to send a set to you. Better enclose 10¢ for postage and handling.



### NEW ADDITIONS TO OUR GENERAL POSTER STAMP COLLECTION

This and future issues of the Bulletin will show poster stamps received by the Society between publication dates. We will tell you where to secure the stamps, if the original source is known to us --- and many times it isn't!

The lively two-color stamp illustrated above was printed for the Northwestern Mutual Life Insurance Co., of Milwaukee by the Kirby-Cogeshall-Steinau Co., also of Milwaukee. Suggest you try Northwestern first.





## TRAVEL STAMPS

UNSURPASSED  
IN BEAUTY AND DESIGN

The Apparel Arts Publication, of New York, have very kindly permitted us to reproduce a very interesting and beautiful group of travel and resort poster stamps. If you want any of these you'll have to direct your requests all over the Western Hemisphere.

To Mr. Jacques Meyer, Eastern Editor of Apparel Arts Publication, Inc., do we owe our thanks for the original illustrations of the travel stamps illustrated here. We deeply regret that these beautiful stamps cannot be shown in their full colors.

**FREE**  
TO EXECUTIVES  
48 PAGE  
BOOK



Contains more than 500 different label and poster stamp ideas for labels and poster stamp users. They are all illustrated in full colors. A copy belongs on your desk.

## POSTER STAMP COLLECTORS

Naturally we cannot afford to send this book gratis to poster stamp collectors, but we can and will send it upon receipt of 25¢ in stamps or coins to cover handling and postage. You should have this book in your Poster Stamp Library.

## COMPLETE POSTER STAMP DESIGN DEPARTMENT

To manufacturers - we will submit ideas for your own poster stamps --- placing at your disposal Ever Ready's Poster Stamp Design Department. Write for further information to

Sidney Hollaender,  
Ever Ready Label Corp.,  
141 E. 25th St.,  
New York, New York.



# A POSTER STAMP ALBUM A HOPE...BUT NOT A PROMISE

## IT'S UP TO YOU!

The Great Lakes Exposition Stamp came to us from Great Lakes Litho. Co., 112 Hamilton Ave., Cleveland, Ohio, but suggest that you write direct to the Exposition headquarters.

For the past few months the National Poster Stamp Society has been receiving requests from collectors of poster stamps and manufacturers issuing them, to supply an album that can be used for mounting entire collections, rather than for individual issues. To the best of our knowledge, there is no such album in existence now.

These manufacturers and collectors will be interested to know that such an album is being worked on --- an album that will also contain much new data on poster stamps. It will probably be ready in eight or ten weeks ... but in the meantime we would like an expression of opinion from our readers.

Have you thought about a well-prepared album? Would you use one? Write and let us have your opinion on the subject, or use the handy coupon below.



The Build & Repair Stamp is a product of Linwood Printing, 2 North First St., Pleasantville, N. J. Send 10¢ to cover postage and handling for 10 stamps.

## LET'S HAVE AN EXPRESSION OF OPINION FROM OUR READERS!

### MAIL THIS COUPON TODAY!

Leon H. Lewis, Secretary,  
National Poster Stamp Society,  
64 E. Lake Street,  
Chicago, Illinois.

- Can you suggest a plan for using poster stamps in our business?
- Would you be interested in the new general poster stamp album you write about. Tell us more about it.
- How much will your new album sell for?
- De Luxe Edition.
- Premium User's Edition.

Remarks: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I am \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Manufacturer of \_\_\_\_\_
- Printer \_\_\_\_\_
- Lithographer \_\_\_\_\_
- Poster Stamp \_\_\_\_\_
- Postage Stamp Collector \_\_\_\_\_
- Paper Merchant \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



For additional Texas Centennial Stamps address your request to Centennial Exposition Headquarters at Dallas.



## POSTER STAMP COLLECTION OFFERED FOR SALE

Mr. F. M. Fargo, 373 Hazel, Glencoe, Illinois, informs us that his collection of approximately 1200 poster stamps, plus about 400 duplicates, is for sale.

We have seen this collection and vouch for the fact that it includes many issues that cannot easily be duplicated.

This is a wonderful opportunity for someone to pick up a poster stamp collection really worth talking about.

## WESTERN STAMP COL- LECTION INAUGURATES POSTER STAMP COLUMN

Readers of this Bulletin who also collect postage stamps will be interested in the Poster Stamp column now appearing as a regular feature of the Western Stamp Collector, Albany, Oregon.

The column is conducted by Mr. Milton W. Schloss, 1749 Grand Concourse, New York City. A few paragraphs from Mr. Schloss' first column are quoted below:

"Regarding the State of Connecticut official recreational stamps, - these are in process, that is, plates are now being made and it will be two or three weeks before they are out. There is quite a long story in connection with the issuing of these stamps and in regard to the subjects that were selected. They were not what we in Connecticut thought were the most interesting, but what we found people outside of Connecticut were interested to see in Connecticut.

"They are a very beautiful set of stamps, printed in blue, the state color, with black and white, poster effect, very simple and striking. We are getting them out in sheets of 25, one stamp for each subject. They are very striking and different from anything I have ever seen before in the way of poster stamps, unless possibly some of the German poster stamps.

"We sell them for 25¢ per set, with 25% discount to genuine retail dealers. The proceeds from the sale of these stamps goes directly into the State Treasury, and after the cost of printing and distributing the stamps has been taken care of, the same may be used for our commission for carrying on its work."

We have seen only one of Mr. Perkins' stamps as yet, but we do have a hunch they are going to add considerably to any collection. Suggest you reserve your needs by writing him at once.

NOTE: At the time this issue goes to press, we have word that there is a possibility of our being able to enclose a few of the new Connecticut stamps with this issue.

"Mr. John B. Brandt, Box 233, Hendricks, Minn., has a fine lot of European Exposition Poster Stamps (Gel-legenheitsmarken to the Teutons) and is looking for swaps. Even if your swap material is platinum plated and studded with emeralds you'll be wise to contact him.

"Fred Geyer, 2417 Cortland St., Chicago, sends some stamps, packing them well enough to arrive safely in Madagascar, and very generously offers to send fellow collectors a pair of the 1935 Better Homes Exhibit stamps and a single of the red, and of the blue 1935 National Electrical & Radio Exposition stamps. Can't get sore at him for that."

The Poster Stamp Bulletin ventures the prediction that this column in the Western Stamp Collector will be well worth your consistent reading!



"Thank you Mr. Havens for offering a Yorktown - Norfolk (1931) stamp and a block of the Yorktown (1931) stamps to readers. Swell of you. The address, folks, is R. E. Havens Jr., 635 Walnut St., Camden, N. J.

EVER READY LABELS

# NEWS

There is NO business house, organization or profession that cannot profitably use labels to achieve something new, or to perform some old task BETTER! This sweeping conclusion is supported by the array of useful ideas shown here. Remember, please, that these items are only a few of MANY.

## POSTER STAMPS AND LABELS ACCLAIMED POPULAR ADVERTISING MEDIA!



### BIGGER AND BETTER CONVENTIONS THRU THE USE OF STICKERS

After a fellow gets to a convention he has a pretty good time—makes lots of business contacts. But it's a tough job getting the average man to the convention. That's where stickers come in—and do they do a big job! Even organizations like American Legion, American Management Association and similar groups use them, you just know they're clicking. They've got to click.



No. 878

Members use convention, exposition, fair and jubilee stickers on outgoing correspondence and merchandise because they always attract attention.



No. 879

### STEAMSHIP & TRAVEL AGENCIES USE EVER READY STICKERS



No. 896

Going abroad? Going touring? Going to Cincinnati? Going anywhere? The answer "yes" will bring with it the request for labels to stick on one's luggage and on the windshield of the car



No. 897

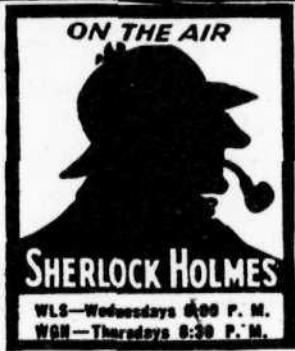
If you are promoting a hotel or travel service—if you are managing scenic wonders—if you are the agent for railway or steamship lines—if you are the secretary of a chamber of commerce, proud of your city, state or community, Ever Ready stickers will do the promoting job in the most popular way. Travellers like labels—and will use them!



# Ever Ready LABEL Corp.

141-155 EAST 25th ST., NEW YORK, N.Y.

THIS PAGE FROM EVER READY'S CATALOG IS ONLY ONE OF 48 IDEA-PACKED PAGES EVERY BUSINESS MAN SHOULD SEE. WRITE FOR YOUR FREE COPY ON YOUR BUSINESS LETTERHEAD!



No. 899

### NATIONAL RADIO ADVERTISERS GET NEW LISTENERS BY USING LABELS



No. 900

Used by radio advertisers to tie up with their broadcasts. They can be used as dealer helps—for advertisers or their dealers to paste on to letterheads, bills, envelopes, merchandise—the spot of color that delivers your message with a punch.

Ever Ready stickers help merchandise your radio programs—create consumer interest—an inexpensive medium that produces genuine results.

If you'll send us the literature and data about your program, we'll be in a better position to offer suggestions to you.



This Week... and Every Week  
THE AMERICAN HUMANE ASSOCIATION

No. 885



SCRAP THE OLD AND OUTWORN



L



EVER READY LABEL CORP. N.Y.C.

No. 881

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NEW SERIES  
OF 40 RELIGIOUS POSTER  
STAMPS TO BE ISSUED

Paul Overhage, Inc., 229-239 West 28th St., New York City, has just sent us a photograph of eighteen Religious Picture Stamps...part of a series of forty stamps being prepared for the Lutheran Press, also of New York City.

We take pleasure in reproducing this series, but we are advised by Mr. Overhage that in the panel at the bottom of each stamp there will be a caption applicable to the illustration.

The complete series, which is to be reproduced in four color process, should be very beautiful indeed and we think it would be well to reserve your set right now, although the series will not be ready until about the beginning of October.

ANNOUNCEMENT

The National Poster Stamp Society takes pleasure in announcing an exhibit of Poster Stamps at the Chicago Hobby - Collectors Exposition to be held at the Stevens Hotel October 19th to October 24th.

The National Poster Stamp Society will occupy Booth #51 together with Amy Ellen Davis, who will exhibit Christmas Seals and Charity Stamps.

It is our aim to furnish as complete an exhibit of domestic and foreign poster stamps as space will permit. Special introductory packages will be sold for twenty-five cents, and special rate on memberships taken during the Exposition will be available.

Poster Stamp and Seal Collectors are urged to come to Booth #51 and get acquainted!



# Old Timers POSTER STAMPS

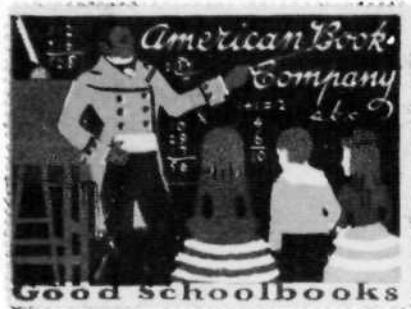
Readers of our booklet, the "Story of the Poster Stamp", will recall the mention made of the vast popularity of the poster stamp prior to 1915 --- the beginning of the World War.

When this country entered the war --- the poster stamp vogue died out almost completely, but a few dauntless collectors continued their hobby --- and now, when the vogue is again getting under full steam, these collectors are literally "sitting on top of the world."



From the collections of twenty years ago we have dug up some interesting poster stamps ... some with very fine designs ... others not so fine, but none the less of considerable interest.

We have taken the liberty of reproducing on these pages some of the "old-timers" which are completely out of circulation except through collectors' channels. If you have any of these Poster Stamps, hang on to them --- they are valuable additions to any collection.



ARE THESE THE OLDEST AMERICAN  
POSTER STAMPS?



Very recently your editor purchased at auction the poster stamps illustrated below. They are the oldest (1901) we know of. If any of our readers have any older ones we should like very much to hear from you about them.